**Vivek Naynam**

157 A, Rama Park, Uttam Nagar, New Delhi

+91 8860978444 : [naynam.vivek@gmail.com](mailto:naynam.vivek@gmail.com)

Dear Sir/Ma’am,

I am submitting herewith my resume for your perusal and favorable consideration for the post of **Manager** – **Sales, Key Account & Channel Sales** for your esteemed client / organization.

Review of my credentials will indicate that I am a qualified and high performing **Business Development & Distribution Sales** with excellent professional and technical skills achieved via rich cross functional exposure across the industry.

I am an innovative thinker, able to apply analysis and creativity to problem solving. I am a highly

personable, self-motivated and diligent individual with flexibility to adapt to new situations

Driven by high energy levels and technical competence I am confident of making visible contribution to company’s growth and profitability objectives.

A tour through my enclosed resume shall take you through the details and I am confident, in my

credentials you would find a perfect fit for the said job.

I would appreciate the chance to meet with you in person to discuss as to how I could be a vital part of

your organization.

My current CTC: 8.2 Lac (PA)+ Including Perks

Expected CTC: Negotiable

Notice Period: At earliest

Location Preference: - Ready to Locate

Thanking you in anticipation.

Yours sincerely

Vivek Naynam

**Vivek Naynam**

New Delhi, Delhi (110059)

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**BUSINESS DEVELOPMENT, CORPORATE & DISTRIBUTION SALE PROFESSIONAL**

***(Offering over 9 years of experience)***

***A performing sales professional with a good track record of exceeding sales target, driving professional growth and profitability. Looking after business form small, medium size, MNCs and FORTUNE 500 companies.***

**PROFILE & STRENGTHS**

* PGPRM (Marketing & Retail) & BE with an impressive 9 plus years’ of experience in Sales, Trade Sales, Business Development, Channel Distribution.
* Championed business critical projects, proposed and managed new initiative, build sales and channel marketing infrastructure which maximized the team effectiveness.
* Developed Existing North India Market by improving brand image among customers & channel partners and forged strategic partnerships with key industry leaders.
* An articulate communicator with excellent relationship management and negotiation skill with also an ability to ensure execution of time bound deliverables.
* Motivated and goal driven with strong work ethics, continuously striving for improvement and the commitment to offer quality work.

**Core Competencies**

* Sales and business development.
* Territory growth Management.
* Strategic Market Positioning.
* Key Account Handling
* Team Management.
* Market & Competitive Analysis.
* Strategic Alliances.
* Distribution & Channel Management.
* Contract Negotiations**.**
* Operation Management.

***PROFESSIONAL EXPERIENCE***

1. ***Business Media Pvt Ltd since February-2014 to Dec 2020 (Initiative of ABP Group) :-***

**Business Media Pvt Ltd: Handles India’s International Business Magazine “FORTUNE “which is known for its listing of FORUNE 500 Companies**

Chief Responsibilities

Working for Corporate, Business Development, Trade sales, Event (FORTUNE ASIA& INDIA MAGAZINE) as a **Senior Executive**

* Working for corporate clients.
* Meeting with Clients for Campaign demonstration
* Handling Key Accounts Business.
* Analyze and Research for the Business in Market
* Working for distribution of Magazine through all channels
* Coordination with Distribution Partners to smoothen the process
* Experience of vendor management and generation.
* Organizing BTL activities to promote Magazine (Vendor meet, Canopy ...)
* Coordination with retailer network and generation of NCOs
* Working on MIS and SAP ( well versed in MS Office)
* To look after upcountry sales ,operation and receivables
* Dispute resolution with Customer
* Have active participation in Quarterly events.

**Accomplishment.**

**Star Performer for two consecutive years 2017 & 2018**

**Received Achiever Rank in 2015-2016 financial Year**

Holds the credit to achieving target matrix of 95% as assigned by Top Management

Strategized successful Sponsored Sales Campaign and channel Sales with several innovative ideas to upswing the annual revenue by 10%

Increased the circulation growth of Magazine 15% with collaboration of several Agents and also through Tie-ups with several institutions and corporate (Events & Brand Activity)

Down the outstanding to minimal level through regular collection from channels and clients.

***PREVIOUS COMPANY PROFILE***

1. ***Linehaul Express Pvt Ltd since September-2012 to January-2012 (GSA of Cathe Pacific Airline: Deals in International Courier) :-***

**Chief Responsibilities**

Working for Corporate sales & handling Territory as a **Sales Manager**

**Accomplishment.**

Propelled sales from 10% to 35% by getting new Clients on board and regenerating the dead business.

Executing go to market strategy in highly volatile marketing in Gurgaon & Delhi region.

Execute innovative ideas to decrease the operational backlogs.

1. ***Gati Ltd since June-2010 to August-201 (Deals in Domestic & International Cargo)***

**EDUCATIONAL & PROFESSIONAL CREDENTIALS**

1. Post Graduate in Retail Marketing Management from IILM,Gurgaon (Haryana)

2. Bachelor in Engineering in Information Technology from MPCT,Gwalior ( Madhya Pradesh)

3. Matriculation (CBSE) in 1999 from Patna Central School,Patna (Bihar)

**PROFESSIONAL TRAININGS**

1. One day Corporate Training under Harish Sairam (In ABP Group)
2. Professional Selling Skill seminar ( In Gati Ltd)
3. Six months course on Corporate Finesse (Pria Warrick Finishing School) – Appraised and given chance to trained the students.
4. Six months Summer Internship in LIFESTYLE on Customer service- which includes Products demonstration to customers in stores, Handling and resolving queries at a time, negotiating on Product value.

Date:

Place: **(Vivek Naynam)**